

Message Text

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42

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FM SECSTATE WASHDC

TO AMEMBASSY BONN

UNCLAS STATE 209609

E.O. 11652 N/A

TAGS: ECRP

SUBJECT: SUGGESTED DELETION OF CERP 0564 (ELECTRICAL POWER
EQUIPMENT) AND 0575 (PHOTOGRAPHIC EQUIPMENT)

REF: BONN 9978

1. AFTER REVIEWING THE USEFULNESS OF THE TWO REPORTS
SUGGESTED BY THE EMBASSY FOR DELETION, THE DEPARTMENT DOES
NOT AGREE TO THEIR PROPOSED ELIMINATION. CERP 0564 PROVIDES
VALUABLE INFORMATION TO THE AMERICAN ELECTRICAL POWER
EQUIPMENT INDUSTRY ON GERMAN COMPETITION AND CERP 0575 HAS
BEEN USEFUL IN STIMULATING EXPORTS OF U.S. PHOTOGRAPHIC
EQUIPMENT TO THE FRG.

2. CERP 0564: THE FRG IS A MAJOR PRODUCER AND EXPORTER OF
ELECTRICAL POWER EQUIPMENT AND THE MARKET FOR U.S. PRODUCTS
IS SMALL. HOWEVER, THE INFORMATION PROVIDED IN THIS REPORT
IS EXTREMELY USEFUL TO AMERICAN MANUFACTURERS WHO COMP
ETE WITH THE GERMANS IN U.S. AND WORLD MARKETS. PUBLISHED
INFORMATION ON GERMAN ELECTRICAL POWER EQUIPMENT IS
INVARIABLY IN GERMAN. BECAUSE OF THE LIMITED FACILITIES
AT USDOC FOR TRANSLATION OF HIGHLY TECHNICAL GERMAN, GERMAN
PUBLICATIONS THEREFORE WOULD NOT ADEQUATELY SUBSTITUTE FOR
THE CERP REPORT.

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3. CERP 0575. THE U.S. PHOTOGRAPHIC EQUIPMENT AND SUPPLY INDUSTRY IS STRONGLY COMPETITIVE, EXPORTING \$600 MILLION IN GOODS IN 1972. THE FRG IS THE MOST IMPORTANT OVERSEAS MARKET FOR THIS INDUSTRY, WITH PURCHASES FROM THE U.S. OF \$68 MILLION IN 1972 AND A LIKELY \$90 MILLION IN 1973. THE CERP REPORTS ON THE GERMAN MARKET ARE HIGHLY VALUED BY USDOC AND BY THE INDUSTRY, PROVIDING INFORMATION NOT AVAILABLE ELSEWHERE ON THIS MAJOR MARKET. THE CERP 0575 IS EDITED AND DISTRIBUTED TO EIGHT U.S. INDUSTRY ASSOCIATIONS AND TO MANY MEDIUM AND SMALL ENTERPRISES.

4. THEREFORE, THESE REPORTS ARE NOT CONSIDERED ELIGIBLE FOR ELIMINATION UNLESS THE MISSION RUNS UP AGAINST A SERIOUS RESOURCE BIND. THE EMBASSY IS ENCOURAGED TO REVIEW CONTINUALLY ITS CERP SCHEDULE FOR REPORTS CONSIDERED TO BE OF MARGINAL USEFULNESS. IN ADDITION THE EMBASSY IS URGED TO CONTINUE THE USE OF THE DS-509 APPRAISAL REQUEST PROCEDURE IN SUBMITTING THESE REPORTS. KISSINGER

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